

audiense:

An audience connection
success story



How relevant global targeting enabled FOX Sports to reach 600 million people in 2 weeks

Company Profile:

FOXsports.com /
KindredAgency.com

Client Sector:

Publishing & Broadcasting
/ Agency

Audiense Usage:

Audience discovery,
analysis, and connection,
at scale

FOX Sports is the umbrella entity representing 21st Century FOX's wide array of multi-platform sports assets. FOX Sports is known around the world as an innovator in the areas of live sports broadcasting, news and presentation. Available in 88 countries, in 216 million homes, and 8 languages.

FOX Sports currently holds broadcasting rights to the German Bundesliga in over 80 territories. Kindred is a London-based agency that creates and executes strategy and ideas for clients, connecting them with the people that matter.



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Audiense ensured that this campaign could be responsive at scale, it was vital that results were quick, accurate, and acted upon. Audiense provided strategic insights on the people who FOX Sports was connecting with, and how to connect with them in the future.

Jared Shurin

Planning Director
Kindred

It's come down to penalties...

Kindred needed to promote FOX Sports' coverage of the Bundesliga as the league's annual winter break came to an end. It was vital to connect with a large, relevant global audience in a short space of time, and get analytics for future brand strategy.

#18toWin featured all 18 Bundesliga teams taking one penalty each, posting content around the shoot-out, while fans used emojis to predict a goal or a save in the shoot-out. Once people had engaged with the campaign, an approach was also needed to keep the user experience positive at a scale that was too big to do manually.

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Challenge

analyse and engage with football fans at scale following the Bundesliga's annual winter break. Their target was to reach 300 million people on social media in two weeks.

Solution

used Audiense used to segment, build, and target a relevant audience of football fans. Strategic insights were delivered on the audience reached, to inform wider marketing strategies in the future. Follow-up workflows scheduled with Audiense allowed personalised organic communication depending on multiple variables for each person engaged with the campaign.

Results

over 600m reached on social media from over 100 different countries, smashing initial campaign targets by more than double. A new, engaged audience of thousands was reached and identified.

Audiense steps up to the spot

FOX Sports used the Audiense platform's segmentation and targeting tools to promote the campaign worldwide through direct Twitter marketing. Tailored Audiences were made to target the followers of clubs, key influencers, and other highly relevant audiences. The segmentations were based on location, engagement with clubs, and level of influence to reach the right audience with the right accounts.

Audiense took the users engaging with this activity and executed follow-up workflows to maximise results and engagement. The team of choice, country of origin, and how many penalties they correctly guessed all dictated the language and content of the messages they received in response. Audiense's automated workflows were able to include multiple FOX Sports accounts, which meant that fans would receive messaging from the FOX Sports account relevant to their language and region.



Audiense Scores!

- 600 million people reached on social, double the campaign target
- Over half of those engaged with the campaign DIDN'T already follow a Bundesliga team, so a new relevant audience was identified for ongoing marketing efforts
- Hashtag used 4,700 times (excluding Likes and RTs), all users analysed in Audiense
- Over 50% of the Tweets contained original material created for the campaign
- Over 200m organically reached on Twitter
- Over 80 pieces of earned media in sports publications

The Audiense platform powers three vital functions that help brands and agencies grow their businesses: building audiences using sophisticated combinations of attributes and sources, acquiring deep insight into those audiences, and connecting with audiences at a granular level to deliver relevant and effective communications. Audiense is a certified Twitter Partner and an IBM Watson Ecosystem partner, and works with over 4,000 of the world's largest brands and agencies including Universal Music, Havas Helia and Comic Relief.

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